

Mansfield Downtown Partnership, Inc. 2005-2006 Annual Report



Renderings by James S. Wassell courtesy of LeylandAlliance, LLC



Photos from 2005 Festival on the Green courtesy of the Reminder Press, Inc.

“Many voices, one vision”

Mansfield Downtown Partnership

2005-2006 Board Of Directors



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Tradewell Corporation



Betsy Treiber
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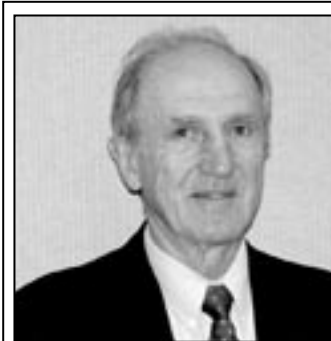
Al Hawkins
Town Councilor



Janet Jones
Community Volunteer



Phil Spak
Comming Asset Management



Frank Vasington
Community Volunteer



David Woods
Dean of the School of Fine Arts
UConn

Ex-Officio Members Of The Board

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Professional Association



Peter Nicholls
Provost and Executive Vice President
for Academic Affairs, UConn



Betsy Paterson
Mayor, Town of Mansfield



Cynthia van Zelm
Executive Director



Tricia Rogalski
Administrative Assistant

A Message From President Philip Lodewick

This past year has been a pivotal one for the Mansfield Downtown Partnership. We have made substantial progress toward our goal of creating a true Storrs Center—a vibrant and economically successful mixed-use downtown that will be the heart of our community. We believe the development of Storrs Center will enhance the quality of life for all residents of and visitors to the region, providing all with new opportunities for doing business, shopping, eating, living and learning.

SOME HIGHLIGHTS:

- This past year we saw the completion of the Storrs Center Municipal Development Plan (MDP) after over a year of work by the Partnership, its consultant, the firm of Looney Ricks Kiss, and the development team of LeylandAlliance and its many partners. We are pleased to report that there were no negative votes cast by the many entities that approved the MDP—the Windham Region Council of Governments Regional Planning Commission, the Mansfield Planning and Zoning Commission, the Partnership Board of Directors, the Mansfield Town Council and the University of Connecticut Board of Trustees. The MDP, with its final approval by the CT Department of Economic and Community Development becomes the basis of development for the new town center.

This spring and summer we will continue to work with the Mansfield Planning and Zoning Commission on the creation of a special design district, and the associated zoning regulations that will guide the project. The zoning regulations which will include design and comprehensive sustainability guidelines, will be overseen by the Partnership. The Planning and Design Committee, chaired by Steve Bacon, has taken the lead on working with the master developer LeylandAlliance on the development of these guidelines. The committee have been a great sounding board and a most effective committee in representing concerns of the community as plans for Storrs Center evolve.

- Working with the town of Mansfield, the Partnership secured a \$2.5 million grant through its Congressional delegation led by Senator Joe Lieberman, for improvements to Storrs Road. With this grant, the Partnership will have received over \$3.5 million in grants and direct appropriations over the past five

years for work on implementing our downtown vision.

- The Partnership Business Development and Retention Committee, chaired most ably by Mike Gergler, working with Storrs Center businesses, the Town of Mansfield, the University of Connecticut, and LeylandAlliance, developed a four-prong approach to address the relocation of local businesses.

- The Partnership retained Harrall-Michalowski and Associates to commence work on providing relocation assistance to existing businesses.
- LeylandAlliance, the University of Connecticut, and the Town of Mansfield agreed to work together toward the construction of a permanent retail building (Building 1-A) in a preliminary phase to the Storrs Center project that would allow for the relocation of some existing businesses before the first phase of Storrs Center development activities begin. Design of the building is currently underway. This spring, LeylandAlliance applied for the zoning changes needed to be approved by the Planning and Zoning Commission to move this particular project forward. We hope that construction will start on Building 1-A in late 2006 with completion in mid 2007.

Our Advertising and Promotion Committee has begun work on groundbreaking activities to be held in conjunction with the initial construction of Building 1-A. We will keep you advised.

- LeylandAlliance and its partner Max Reim of Live Work Learn Play LLP have begun the casting process for space within the portions of Storrs Center to be developed after the Phase Building 1A.
- LeylandAlliance, the University of Connecticut, and the Partnership agreed to investigate other possibilities for permanent or temporary relocation space. Temporary spaces are being evaluated as a potential for those businesses awaiting a final decision regarding a permanent business site within Storrs Center or elsewhere.
- Under the leadership of Mayor Betsy Paterson, we held the second annual Festival on the Green last September,

highlighted by music, art, multiple food options, a children's parade, and family activities. The Festival on the Green Committee knows how to work hard and have fun. Mark your calendars for this year's Festival—Sunday, September 17th from noon to 5 PM. It will again be kicked off by town sponsored fireworks on Saturday night, September 16th from 6 p.m. to 9 p.m. at the Mansfield Hollow State Park, and we hope to see you there as well.

- A few weeks ago, we received an additional grant from the Connecticut Commission on Culture & Tourism for a CD video to promote and

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Philip Lodewick, President

Mission Statement

The Mansfield Downtown Partnership, Inc. is an independent non-profit organization whose mission is to:

Strengthen and revitalize the three commercial areas of Storrs Center, Mansfield Four Corners, and King Hill Road by retaining and improving existing businesses, attracting new business, initiating real estate development and public improvements consistent with physical master plans, holding special events, and advocacy.

The Board of Directors at work...



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document the Storrs Center project. We thank the Commission for their strong support! This will also allow us to continue our most valuable collaboration with the University's School of Fine Arts as they have agreed to work on this media project with us.

- This year Administrative Assistant Tricia Rogalski was added to our staff to assist Executive Director Cynthia van Zelm with the day to day operations of the Partnership. Tricia has provided great support and enthusiasm to the Partnership.

- In addition to direct mailings, we have taken the Partnership on the road to inform community members of our goals and to receive feedback on ideas for the new Storrs Center. As a result, our membership base has grown to over 315 members. Additionally, as we profile the Mansfield Downtown project, we receive many inquiries from businesses or prospective residents about the potential of a place in Storrs Center. To date we have over 150 people who have expressed interest in housing!

- The Storrs Center project is being recognized nationally as a leading example of a new urbanism project. Last year, Executive Director Cynthia van Zelm and LeylandAlliance project manager Macon Toledano were invited to speak about the Storrs Center project at the Congress for New Urbanism conference in Pasadena, California. A number of national publications have also reported on the project. In the months ahead, we will continue to work—individually and within our committee structure—with all interested parties to see that an economically vital, culturally and socially active town center—providing the services needed for the whole Mansfield community—comes alive in the shortest possible time.

On behalf of the Board, I want to express my appreciation to the many who have worked hard to move us to where we are today. We are most grateful to the Town of Mansfield and the University of Connecticut for their support and encouragement. We thank them for making available to us the staff that we deal with on a regular basis to address the many issues that arise. We thank them too, for their financial support, for vital collaboration on several projects and for their commitment to see this project to positive completion.

I have been privileged to work with an engaged Board of Directors, dedicated committee chairs and members, volunteers, and contributors who have helped make our time together

worthwhile and fun.

In particular, I would like to recognize Mansfield Town Manager Marty Berliner who will be retiring in December after almost 30 years of service to the town. The downtown project would not be where it is today without Marty's strong leadership. His vision, his commitment, and his hard work have helped position us for success. Marty has been the force that has identified and pursued grant and other funding opportunities that were otherwise unknown to us. We would not have garnered over \$3.5 million to-date for the project without Marty. We are fortunate that Marty will continue to play a role in the Partnership and the downtown project. We wish him the best of luck then in his semi-retirement!

I would also like to thank all of our members and others in the Mansfield community who have embraced our mission for positive change in the downtown center and continue to help keep us focused on the tasks at hand. I would particularly like to thank our major sponsors—SBM Charitable Foundation and NewAlliance Bank—represented by Partnership Vice President Betsy Treiber; Wilcox & Reynolds—led by Partnership Board member Mike Gergler and co-owner Becki Putnam; Retirement Security, Inc., headed by Susan Tate; and the Reminder Press represented by Joe Muro. I also want to recognize Joe for his great work on the Festival Committee and to the Reminder Press for publishing our Annual Report for the first time this year.

The end result will be worth your great efforts—a place of destination to live, shop, work, recreate and do business.

Philip Lodewick

A Message From The Executive Director

What a great year for the Mansfield community! The Mansfield Community Center is bringing in new members and expanding its offerings, and its success has necessitated planning for the expansion of the building to meet the needs of its users. The University of Connecticut is attracting bright, able students with its faculty and staff providing an excellent education. The University's physical plant continues to improve under UConn 2000 with the final phase of the Student Union almost near completion and improvements to academic buildings and important infrastructure upgrades underway.

The time is more than ripe for the Storrs Center downtown project to complement these other significant changes in Mansfield. We have made great strides this year including the completion of the comprehensive Municipal Development Plan approved unanimously at the local and regional level, and the start of the zoning approval process that will bring us closer to construction.

What makes me most proud is the continued enthusiasm and interest in the project that I see from the community. Before one of the public hearings on the Municipal Development Plan, one of our Board members asked me to tally the number of public meetings held regarding the Storrs Center project. I was amazed even myself that it was over 200 meetings. I believe this shows the commitment of the Partnership to provide information and a forum for people to discuss the project. Even more important is the number of people who



Cynthia van Zelm
Executive Director

have attended these meetings and who have really been involved in bringing the vision of a college town to fruition. A big thank you to all those who have provided ideas, asked questions, and, yes, told us when we were going down the wrong path, so we could get back on track. We hope you will continue to stay involved as we move toward an even brighter future for the Mansfield community!

Sincerely,

Cynthia van Zelm

Sharing A Vision For A New Storrs Center By Macon C. Toledano

Vice President of Planning and Development for LeylandAlliance, Project Manager for Storrs Center

The town of Mansfield and the University of Connecticut have agreed. They are neighbors, they are partners, and they both play a vital role in the future of the Mansfield community. Together with the citizens of Mansfield, they have envisioned the creation of a place that will reflect, strengthen and solidify that sense of community—a crossroads, a main street, a meeting place, a civic center—a town center. LeylandAlliance is proud to be part of the public/private partnership dedicated to bringing that vision for Storrs Center to life. Of course, the town of Mansfield has been around for over 300 years and already includes a major state university with almost 20,000 students. So, just how do you create a new town center and main street with this as your context? If this sounds to you like a monumental undertaking, I certainly agree!

Fortunately, we have some unique assets on our side. The most important of these is the consortium of civic, business and university representatives that has come together in the form of the Mansfield Downtown Partnership. With its guidance, together with input from the town, the University and local residents, we can better understand the unique environment in which we are working and determine what kind of vision for a town center makes sense for the town of Mansfield. The new downtown must stem from a shared vision among the members of the Partnership and the community. It must be a vision that is specific to Storrs and the town of Mansfield. The challenge before us is to fill in the details of that vision so that we can take it from concept to reality.

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Traditionally, town centers grew organically to accommodate the changing needs of their community over a long period of time. In Connecticut, this was often a process that lasted hundreds of years. Condensing this process into a matter of a few years means making sure that we clearly understand the vision, aspirations and needs of the town of Mansfield and how they are grounded within this particular place. To ensure an integral and lasting connection to its context, Storrs Center must recognize the specific qualities and history that give this town its character and make sure that they continue to be part of its future.

A great town center must begin with a town plan that can support growth and change over the years in the same way that successful, historical town centers have done so. The plan must have the capacity to define and accommodate the architecture and public spaces that will evolve into the fabric of daily life. Storrs Center offers a great opportunity to implement the tenets of traditional neighborhood design ("TND"), an approach to planning and

development, and the post office as well as the University of Connecticut campus with its plans for the new fine arts center. We must develop a plan that weaves these components together with new commercial and residential uses and with existing neighborhoods to create a discernible and vital center for the town. In this way, Storrs Center will be not only an addition to the town of Mansfield but also a way of civic and community functions.

Traditional neighborhood design offers another significant advantage. It affords an opportunity to better protect the natural environment. While there are actually over 45 acres available for development, we have chosen to limit the development area for Storrs Center to about a third of that area on land adjacent to Storrs Road that was largely previously developed. Traditional town planning enables us to use land intelligently and efficiently by concentrating a variety of uses, including residential, commercial and civic within close proximity and reasonable walking distance. The natural environment of the remaining 30 acres will actually be improved through careful and restorative

The town of Mansfield and the University of Connecticut have agreed. They are neighbors, they are partners, and they both play a vital role in the future of the Mansfield community.

development that draws upon a tradition of town planning that emphasizes people, includes a variety of dwellings, architectural styles, and commercial establishments, and features a network of carefully designed, interconnected streets and public spaces—the public realm. This network of streets and spaces weaves together a series of neighborhoods, the traditional building blocks of towns, each characterized by its particular buildings, uses, scale and collective character. These are aspects of traditional town planning that have withstood the test of time. These are the same aspects of traditional town planning we must employ to imbue our plan for a town center with the enduring quality and characteristics that will make it last the test of time.

The tenets of traditional town planning will also allow us to preserve the rural character of the town of Mansfield by concentrating development in a central area within easy walking distance of the major civic and public functions of Mansfield. Many of the components for a downtown main street environment are already in place, including the town hall, the community center, the high

development practices. Ultimately, this natural area with its wetlands and upland forests will become the backdrop for the town center and a constant reminder of this town's historical and literal connection to its natural setting.

The next step in establishing a vision for Storrs Center is a study in the science of place making. We know that Storrs Center should share certain basic qualities with towns that have actually evolved over time and that it should be able to continuously evolve in the future. It should offer a diversity of housing types and a range of commercial opportunities. It should entail recognition of its Connecticut and New England heritage. It should appeal to all ages and all members of this community, from students to empty nesters, from children and their families to visiting parents. And like other university towns such as Princeton, N.J., Cambridge, Mass., Athens, Ga., and Oxford, England, it should represent a vision for a community to which both the University and town can feel a vital and mutually supportive connection.

But how do you make a place from the ground up? What should it look like? How wide will the sidewalks be? Where will the roads lead? What should buildings look like? What kinds of retailers and restaurants should be in this new place?

To answer these questions, a world-class team of professionals has been assembled with experience doing just this type of work. Looney Ricks Kiss was engaged by the Mansfield Downtown Partnership in 2003 to create a broad framework for

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Upcoming Events

Mansfield Bike Tour

The Law Office of Andrew W. Ewait, LLC "Tour de Mansfield" Village to Village Bike Tour will take place Saturday, June 24th (Rain date: Sunday the 25th) with check-in starting at 7:30 am. Organized by the Town of Mansfield, the Mansfield Community Center and the Mansfield Downtown Partnership, the purpose of the Mansfield Bike Tour is to provide a family oriented event for area residents, encourage exercise through cycling, bring awareness to the scenic beauty of Mansfield's historic villages, draw attention to the Storrs Center/Downtown area, and promote community bonding through social and recreational activity.

The event will include three bike route options—a short tour for children and families, a 20 mile tour, and a 40 mile tour.

The ride will start and end at the Mansfield Community Center. After the rides there will be live music and a barbecue! Anyone wishing to register for the ride can call the Community Center at 860-429-3015 or download a form on-line at www.mansfieldct.org.

3rd Annual 2006 Festival On The Green

Planning for the new downtown is well on its way. Come to the Celebrate Mansfield Weekend on September 16th and 17th, where we will celebrate and promote the Best of Mansfield and what is soon to come with new retail, restaurants, housing and a town square!

On the evening of the 16th, enjoy music & fireworks! On Sunday the 17th look forward to the traditional Bike Parade, a Pie-Eating Contest, a visit from Clifford the Big Red Dog, Pony Rides, Inflatable Rides, The Farmers Market, a Floral Arrangement Demo, Dancing, Spin Art, Petting Zoo, Arts, Crafts & MORE! Musical guests include Kidsville Kuckoo Revue, The Little Big Band and headliner The Mohegan Sun All Stars!

Saturday Evening Fireworks & Live Music will be held at Mansfield Hollow State Park from 6 pm to 9 pm. (Rain Date: Sat. Sept. 23.) The Festival will take place, Sunday 12 pm to 5 pm in Storrs Center commercial plazas. Rain or Shine. (Rain location in EO Smith High School.)



Festival On The Green. This scene from last year's Festival On The Green shows one of the inflatables that kids and parents found irresistible.

Photo by Matthew Mucci

the design of Storrs Center. This firm is setting the criteria for the character and nature of Storrs Center through a set of design guidelines for the development of the public realm and the surrounding architecture. Herbert S. Newman and Partners, master planner and chief architect for Storrs Center, is producing the conceptual plan for the underlying network of streets and public spaces that will eventually make up the public realm—the shared network of outdoor spaces—of Storrs Center. Live Work Learn Play (“LWLP”), the retail consultant for Storrs Center, combines extensive local research with its own specialized knowledge of how stores, businesses, restaurants and people work together to create vibrant, well integrated and successful retail environments. An active design process focuses on the business program that will make up the different neighborhoods—each with its own local character and each a part of a larger vision for Storrs Center. LWLP then takes a proactive role in identifying businesses to fill the various positions in the program, placing particular emphasis on the need to identify local and regional businesses that will help to root the identity of Storrs Center in its own environment and distinguish it by its regional character. The goal is an authentic, vital and sustainable environment for business that is a lasting and integral part of the local community and the broader region.

Our vision as a company and a builder of neighborhoods is centered in the creation of wonderful places that derive a sense of civic identity from the strength and coherence of the shared public realm and its relationship to the surrounding architecture. It is particularly exciting to work in a town and in a partnership that shares with us an appreciation for the key role that the built environment plays in the definition of a community and the shared daily experience of its many diverse citizens. We are proud that we have been selected to help implement this vision. In the pursuit of a true sense of partnership and of our mutual goals, we strive continuously to make this process one of open communication. As we move closer to the creation of a real place, we will continue to gather information from all sides in order to further solidify a clear vision for Storrs Center that can guide us through the design and approval process to the completion of construction. We do not need to remind everyone that such an undertaking would not be possible without the vision and support of all who have participated actively in this process. Our task really is to create a place that is as wonderful as the vision shared by the town, the university and the citizens of Mansfield.

History Of The Mansfield Downtown Partnership

As part of the America Downtown Program sponsored by the National League of Cities, the Mansfield Town Council retained the national planning firm of HyettPalma in 1999 to develop an enhancement strategy for the revitalization of downtown Mansfield's commercial areas. Following a collaborative community-consultation process, HyettPalma produced the Mansfield Downtown Partnership Action Agenda, which details a series of findings and recommendations including develop a community green space, business retention and attraction, marketing and promotion, improve traffic flow and parking, real estate development and improvements, and public improvements, i.e., streetscape, signage. The action agenda also included a proposal to create a partnership of the town of Mansfield, the University of Connecticut, and the community. The Mansfield Downtown Partnership (“Partnership”) was created in 2001 with an 18-member Board of Directors.

In 2002, a concept Master Plan was completed to develop a town center called Storrs Center across from EO Smith High School, which included three main elements: mixed-use development (retail/restaurant/office/housing), a town square, and market-rate housing. Streetscape improvements are also a

vital piece of future development.

In June 2004, the Partnership identified the firm of LeylandAlliance LLC from Tuxedo, NY, to serve as its master developer for the project.

A major milestone occurred in November 2005, when the local approvals of the Storrs Center Municipal Development Plan (MDP) (a comprehensive plan for the Storrs Center project) were received. The MDP was approved by the Connecticut Department of Economic and Community Development on January 27, 2006.

Preliminary Timetable for Storrs Center Downtown Project:

Construction start date: 2006

Completion date: 2011

For more information about the Partnership or the Storrs Center project, contact us at (860) 429-2740 or log on to the Partnership Website at www.MansfieldCT.org or the Storrs Center Website at www.StorrsCenter.com.

Partnership Goals and Accomplishments

The Partnership's mission is to revitalize and promote three of Mansfield's commercial areas—Storrs Center, King Hill Road and the Four Corners.

Goals 2006 – 2007

- Implement plans for development of Storrs Center including streetscape improvements along Storrs Road/Route 195.
- Implement text and map amendments to the Mansfield zoning regulations to create a special design district.
- Break ground on first phase of the Storrs Center downtown project in fall 2006.
- Promote Mansfield through a bike tour of the community in June 2006 and the Third Annual Festival on the Green in Storrs Center in September 2006.



Highlights 2005 – 2006

- The main focus for the Partnership over the past year has been the creation of the Storrs Center Municipal Development Plan which includes an environmental analysis, market study, financing

plan, proposed zoning, and relocation plan for the Storrs Center project site.

- Construction of information kiosk at corner of Dog Lane and Storrs Road, depicting maps of Mansfield, the University of Connecticut, Storrs Center businesses, and conceptual map of downtown project.
- Second annual Festival on the Green to celebrate downtown and kick-off the next phase of the development project.
- Securing \$2.5 million from the Connecticut congressional delegation for improvements to Storrs Road; and an additional \$500,000 from the Connecticut Small Town Economic Assistance Program

for infrastructure for the Storrs Center project.

- Production of Jorgensen 50th Anniversary weekend package brochure that included a concert, dinner, and accommodations as a partnership between the UConn School of Fine Arts and the Mansfield Downtown Partnership.
- Ongoing Membership drive that has resulted in over 315 members, as of June 2006.

Reports From Committees

Committee members have dedicated several hours over the past year through their hands-on involvement with specific projects, organizational administration, budgeting, and our continued membership drive.

Thank you to our Committee chairs and members for their hard work and commitment to downtown Mansfield.

Advertising and Promotion

The Mansfield Downtown Partnership Advertising and Promotion Committee met regularly through the fall and spring semesters of 2005-2006. The following items were discussed and developed by the Committee during the year.

The Festival on the Green

Under the capable leadership of committee member, Betsy Paterson, the Town of Mansfield celebrated its second Festival on the Green on Sunday afternoon, September 25, 2005. The Festival was held in parking lots of the businesses located in Storrs Center. Food, family entertainment, local art and children's games created an enjoyable environment during the Festival. The University of Connecticut Marching Band opened the Festival ceremonies.

The Third Annual Festival will be on September 17, 2006. A new approach to art exhibitions will be initiated with a tent for all art displays. The Mansfield Lion's Club, local Boy Scouts, churches and the Greek Center have been invited to provide food booths for the Festival this year as fundraisers.

The Third Annual Festival on the Green will be held in the parking lot area behind the commercial complexes on Storrs Road, across

from the high school.

Ground Breaking Events

The Advertising and Promotion Committee is currently planning ground-breaking events for the construction of Building 1A, the initial building for the Storrs Center project. Discussion has taken place regarding the creation of tee shirts and the incorporation of student art work and music to celebrate the new building.

Signage

The Advertising and Promotion Committee has discussed plans for the placement of signage in the Store 24 block announcing the future site of the Storrs Center project.

Bricks

The Advertising and Promotion Committee has discussed the possibility of selling bricks or tiles that would become a part of the construction of the new Storrs Center. This would be a way to recognize the supporters of the project and potentially serve as a fundraiser for the Partnership.

Bike Tour

As a part of the Advertising and Promotion Committee, the Partnership will participate in a bike tour in Mansfield for Sunday, June 24, 2006 to promote the Mansfield community. There will be three bike rides that will start from the Community Center and traverse through the town. There will be a picnic and band as a part of the day at the Community Center.

Business Development and Retention

The focus of the Business Development and Retention

Committee during the past year involved the relocation process of the current business owners within the project. As a result of a meeting held by the Committee with business owners, and representatives from the University of Connecticut, the Town of Mansfield, and the master developer LeylandAlliance, it was determined that an accelerated process was necessary regarding the need for an established process of relocation.

LeylandAlliance, working with the University, proposed what is referred to as Building 1A on Dog

Lane as a method of alleviating the issue of relocation for many of the current business owners. During this process, the Committee met in its advisory capacity with LeylandAlliance, business owners, and the relocation consultant to closely follow the progress and development of Building 1A and the results of discussions held by the Partnership's relocation consultant.

As the final steps of Building 1A take place, and the project proceeds to future phases, the

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Committee Members

ADVERTISING AND PROMOTION

David Woods, Chair
Kelly Bourquin
Janet Dauphin
Andrew Ewalt
Patricia Hempel
Janet Jones
Joseph Muro
David Ouimette
Betsy Paterson
Wendi Richardson
Kristin Schwab

BUSINESS DEVELOPMENT AND RETENTION

Mike Gergler, Chair
Roger Adams
Curt Hirsch
Marty Hirschorn
Richard Piscatelli
Doryann Plante
Girish Punj
Steve Rogers
Irene Schein
Barbara Sunmark
Brian Wells

FINANCE AND ADMINISTRATION

Tom Callahan, Chair
Phil Barry
Marty Berliner
Mark Hammond
AJ Papanikou
Dave Pepin
Phil Spak
Frank Vasington

MEMBERSHIP DEVELOPMENT

Betsy Treiber, Chair

Alexina Baldwin
John Barry
Bruce Clouette
Dianne Doyle
Dolan Evanovich
Mike Gergler
Al Hawkins
Kathy LaJoie
Larry Ross

PLANNING AND DESIGN

Stave Bacon, Chair
Laurie Best
Karla Fox
Chris Kueffner
Peter Millman
Ruth Moynihan
Betsy Paterson
Dave Pepin
Karin Randolph
Neil Warren
Pene Williams

NOMINATING

Philip Lodewick, Chair
Steve Bacon
Honey Birkenruth
Tom Callahan
Betsy Paterson
Steve Rogers
Betsy Treiber

EXECUTIVE COMMITTEE

Philip Lodewick, President
Betsy Treiber, Vice President
Steve Rogers, Secretary
Dave Pepin, Treasurer
Stave Bacon, At-Large
Tom Callahan, Chair, Finance

Committee's responsibilities will shift as well, from the progress of Building 1A to the working relationship with the developer and consultants of the casting process for new business ventures.

The volunteer time put forth by all Committee members should be commended.

Finance and Administration

The Finance and Administration Committee met monthly and took the lead in finalizing the Municipal Development Plan for Storrs Center, and hiring a relocation consultant to assist the Partnership with the relocation of current businesses prior to the construction of Storrs Center. More specifically, the Committee:

- Received presentations by the LeylandAlliance team on the Municipal Development Plan (MDP);
- Provided input on the public approval process of the MDP including brainstorming questions that may be asked;
- Reviewed and provided input on the MDP with a recommendation in August 2005 for full Board approval of the MDP;
- Approved the ad hoc committee on relocation's recommendation of Harrall-Michalowski and Associates as the Partnership's relocation consultant;
- Reviewed draft of talking points for Partnership Board members regarding key issues with respect to the Storrs Center project including traffic, water, and relocation;
- Developed and revised budget for 2006/2007 to reflect necessary expense and personnel changes. Presented to the full Board where it was approved on February 7, 2006;
- Received monthly updates from the Town Manager and the Executive Director on grants received and grants in progress;
- Met with the LeylandAlliance

team quarterly to receive updates on the Storrs Center project including the timeline, and LeylandAlliance's other projects;

- Implemented volunteer of the year award program;
- Recommended additional administrative assistant staff hours to the Board of Directors, and continued to monitor personnel issues;
- Initiated strategic planning efforts;
- Continue to monitor state and federal funding requests for a parking garage, improvements to Storrs Road, and relocation.

Membership Development

The goal of the Membership Development Committee is to increase membership, retain present members and raise awareness of the Partnership's goals and mission

Thank you to our Committee chairs and members for their hard work and commitment to downtown Mansfield.

through outreach efforts in the community. This is done in the following ways:

- Informational articles in the Reminder Press, Hartford Courant, UConn Advance, UConn Traditions, UConn Daily Campus, UConn Parents Newsletter, Chamber of Commerce Update, Horizons, Willimantic Chronicle and other local publications;
- Participation in the Mansfield League of Women Voters' Know Your Town Fair;
- Provide membership information at Partnership sponsored Festival on the Green;
- Participation in the Tour de Mansfield bike tour in June 2006;
- Address local civic and political groups, e.g. Mansfield Lions

Club, Rotary, Chamber of Commerce, Mansfield Business and Professional Association, League of Women Voters and various other town committees in Mansfield;

- Participate in radio interview with Wayne Norman on WILI;
- Address University of Connecticut senior administration;
- Placement of membership and informational material in schools, libraries, Community Center and Town Hall;
- Placement of membership and informational materials in University offices including Alumni Association, Athletics, Admissions, Undergraduate Student Senate, Graduate Student Senate, and the Lodewick Visitors Center;
- In person and phone solicitation for membership of local business owners and citizens by committee members;
- Sponsorship of Mansfield Little

League team with Partnership logo on tee shirt;

- Phone campaign to existing members for membership renewal;
- Town Paper published regarding the development by LeylandAlliance. This paper was included as an insert in the Willimantic Chronicle and the Reminder Press.

The Membership Committee meets monthly at the Partnership office. As of June 2006, the Partnership has more than 315 paid members with dues and contributions in excess of \$19,700.

Nominating

The Nominating Committee met over the last year to make recommendations for Board

members to serve on the Partnership Board for the fiscal year that begins July 1, 2006; discuss the idea of expanding the Board; and undertook a comprehensive review of the Partnership's Bylaws. The Committee recommended changes to the Bylaws to the full Board where they were approved and sent to the full membership for consideration at the June 2006 Annual Meeting.

Planning and Design

The Planning and Design Committee's main efforts over the past year were focused on reviewing and providing input to the design guidelines (land use and sustainability). Committee members spent numerous hours at meetings and on their own reviewing the design guidelines and provided edits to several versions of the design guidelines.

The Committee recommended to the full Board of Directors that the design guidelines be approved by the Board pending further changes by the Committee, the Planning and Zoning Commission, LeylandAlliance and/or Looney Ricks Kiss. The Committee also discussed how the guidelines would be monitored for implementation. The full Board approved the Planning and Design Committee monitoring the design guidelines at its May 2006 meeting.

The Committee was updated on the process for the development of a special design district for the project and the role of the Planning and Zoning Commission in approving this district.

The Committee reviewed the building design for the proposed Building 1A being developed to house many of the businesses that will need to be relocated as part of the project.

The Committee also reviewed the plans for the downtown pedestrian connector that will link downtown with the Town Hall and the Community Center.

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Businesses/Organizations

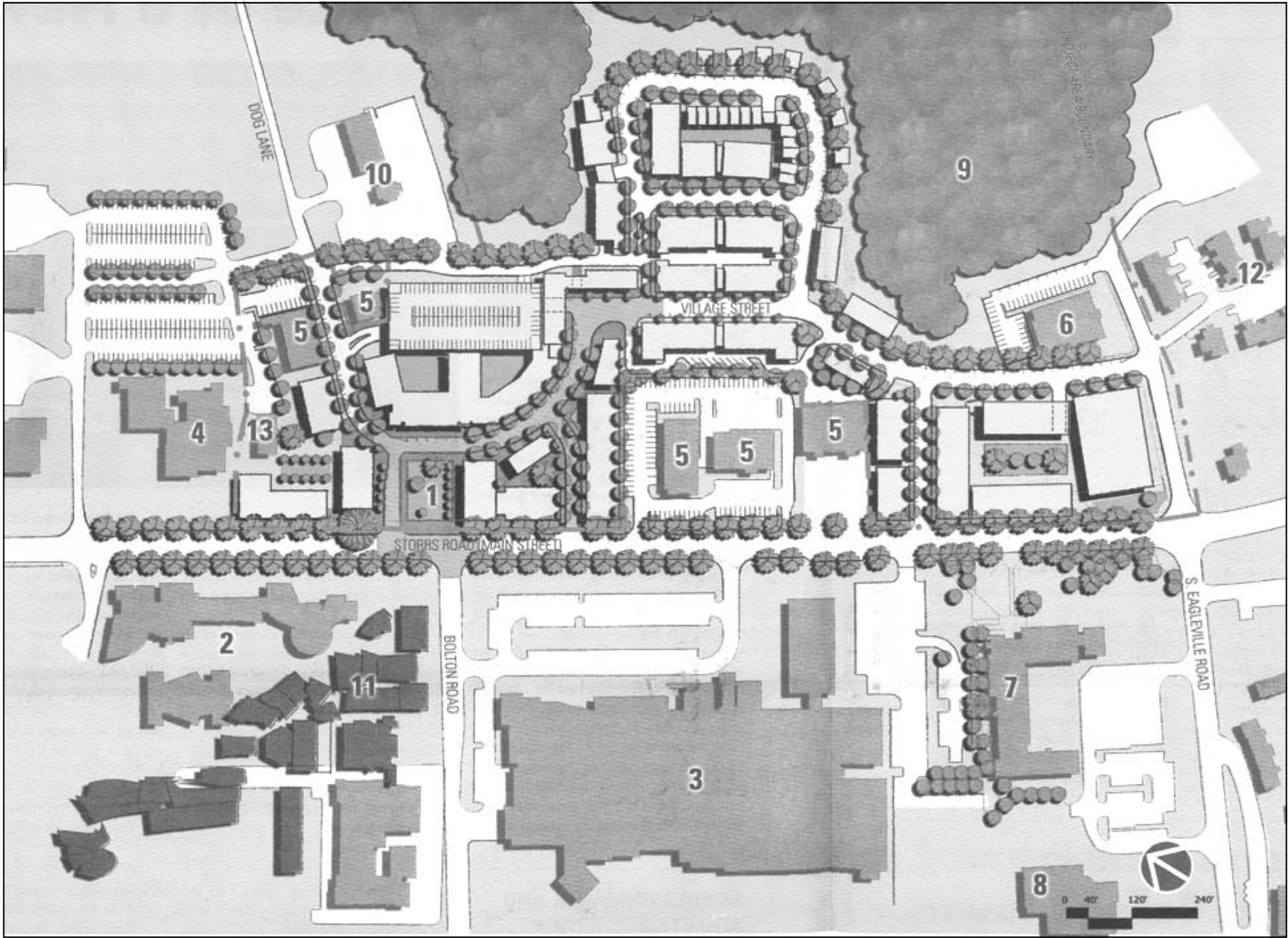
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Nebolisa Ajide	John DeWolf	Elsie Klitz	John Saddlemire
Lynne and George Allen	Joyce Donohoo	Helen Koehn	Carl Schaefer
Edith and Michael Allison	and Arthur Roberts	Donna Korbel	Kristin and Richard Schwab
Judith Andrew	John and Priscilla Douglas	June and Henry Krisch	Ronald and Emily Schurin
Francis Archambault, Jr.	Sally Doyen	Chris Kueffner	Jane Scott
Lawrence Armstrong	Dale and Susan Dreyfuss	Ruth Laughlin	Jan and Vic Scottron
Lorraine Aronson	Gerald Dunne	Becky and Scott Lehmann	Maria Sedotti
Louise Bailey	Charles Dyson	Rene Lizee	Jacqueline Seide
Alexinia Baldwin	Bradford Elder	Dave Logie and Kristine Nowak	John Setten
Frank and Adah Ruth Ballard	Sue Esposito	Bill and Jean Lonergan	Paul Shapiro
Suzanne Singer Bansal	David and Donna Evan	Allina Lovett	Betty Shible
John and Patrice Barry	Linda Flaherty-Goldsmith	Leona and Harris Marcus	Beverly Sims and William Okeson
Lena and Phil Barry	Michael and Dana Foulds	Philip Marcus	Suman Singha
Sandra Baxter	Harry Frank	David Markowitz	Anne and Winthrop Smith
Peggy Beckett-Rinker	Nicholas Frazee	Maria Martinez	Jeff Smith
Tricia Bergman	Alain Frogley	Margarethe Mashikian	Jackie Soroka
Laurie and Phil Best	Roy Gallant	Scott Mather	Art and Kathie Sorrentino
Judith Blei	Fred Gardiner	Paul McCarthy	Eric Soulsby
Amanda Blind	Gloria and Michael Gerald	Robert McCarthy	Phil Spak
Lynn Bloom	Joan and Bill Gerdson	Donna and Joe McLaughlin	Kyle Stearns
Lynne Bobb-Koths	Mike Gergler	Denise Merrill	Cynara Stites
James and Jane Ann Bobbitt	Margaret Gilbert	Richard Miller	David Stone
Aline Booth	Marilyn and Tom Giolas	Renee and Sam Miller	Michael Taylor
Jacqueline and Ray Bopp	Sharry Goldman	Patricia Mochel	Mary Thatcher
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Fred Cazal, Jr.	Al Hawkins	Pam Pellegrine	Marilyn Wilson
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Aaron Chrostowsky	Patricia Hempel	Carol Phillips	Karen Zimmer
Wendy Clifton	Martin Hirschorn	Doryann Plante	Mike Zito
Bruce Clouette	Curtis Hoffman and Mary Dean	Girish Punj	<i>*As of June 8, 2006</i>
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George Cole	Lon Hultgren	Adam Rabinowitz	
Lucy Crosbie	Keith and Marietta Johnson	Karin and Ken Randolph	
June Curtis	Kip Jones	Howard Raphaelson	
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Chris Dailey	Josephine Kind	Dee and Ginny Rowe	
Willard Daniels	Iris Kinnard	Chancey and Nancy Rucker	
Kenneth Dardick	Lin Klein	Patricia Ryan	

**A big thank you
to our members
for their support!**

Storrs Center Conceptual Plan—January 2006 (Subject to change)



Legend:

1. Town Square
2. University of Connecticut
3. E.O. Smith High School
4. Buckley Hall
5. Existing Commercial Buildings
6. Post Office
7. Town Hall
8. Community Center
9. Protected Wetlands
10. Greek Orthodox Church
11. Proposed School of Fine Arts
12. Courtyard Condominiums
13. Daily Campus Building

Membership Form

Lend your support by becoming a member!

Membership* Benefits Include:

- Voting privileges at Annual Meeting and special membership meetings
- Partnership Newsletter
- Notices of upcoming workshops or events
- Ability to hold office within the Partnership

Please return this form, with check payable to:
Mansfield Downtown Partnership, Inc.
1244 Storrs Road
P.O. Box 513
Storrs, CT 06268
Fax: 860.429.2719

Questions? 860.429.2740 or mdp@mansfieldct.org
Visit us on the web at: www.mansfieldct.org

*Members must either reside in the Town of Mansfield, pay taxes to the Town of Mansfield, own or operate a business in the Town of Mansfield, own residential or business property in the Town of Mansfield, be an employee of a Mansfield-located business, or be affiliated with the University of Connecticut as a student, alumnus, or faculty/staff (current or former).

Yearly Membership Investment

The Partnership operates on a fiscal year running from July 1 to June 30

<input type="checkbox"/> Student; Senior (age 60+)	\$10	<input type="checkbox"/> Patron	\$200
<input type="checkbox"/> Individual	\$15	<input type="checkbox"/> Sponsor	\$1,000
<input type="checkbox"/> Business/Organization	\$50	<input type="checkbox"/> Friend**	\$_____

Please consider an additional contribution: \$_____ Total Amt. Enclosed: \$_____

Indiv./Bus./Org./Family Name_____

Contact Person_____

Address_____

City_____ State_____ Zip_____

Phone_____ Fax_____ E-mail_____

Contributions may be tax deductible.

**Friend Memberships are designed for non-town supporters who wish to contribute but will not have voting or office privileges.



Mansfield Downtown Partnership
Helping to Build Mansfield's Future

Note: This plan represents a conceptual design for Storrs Center; street configurations, dimensions and building shapes and locations are preliminary and subject to change. The conceptual plan is provided in order to describe the intended nature and character of the project.

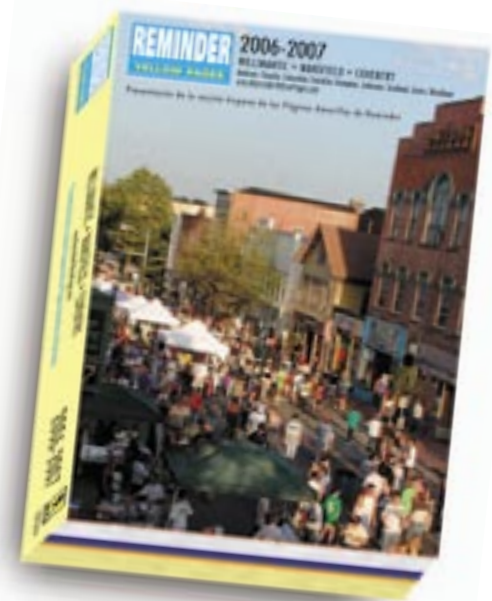
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